

MONDAY 26TH NOVEMBER

Once upon a time in PR: festive fairy tales are the perfect stocking filler

Searching for a stocking filler for that special comms pro on your life? Look no further.

#FuturePProof founder and author Sarah Hall has launched the community's fourth book in time for Christmas.

Once upon a time in PR is a departure from the norm and tells the story of 21 larger than life characters who are doing things differently and helping the PR industry to grow and thrive today.

Those featured include the industry's 'Severus Snape', PRCA chief Francis Ingham, 'agency alchemist' Stephen Waddington and The PR Network's Nicky Regazzoni and George Blizzard, likened to the royal siblings in Frozen as sisters doing it for themselves.

Each of the industry protagonists is represented through an ink portrait and short story.

"I wanted to celebrate some key players within our industry and have a bit of fun," said Hall.

"It was a very easy list to come up with. Everyone had to have some differentiating factor and something to teach others. The core purpose is the same as ever, to showcase best practice and the talent in public relations today."

The specially illustrated edition is a coffee table book and is priced at just £10.

#FuturePProof is a community and series of crowdsourced books created by Hall to reassert public relations as a strategic management function. All costs associated with the design, production and marketing of #FuturePProof are paid for by Sarah as part of her industry give back.

In February the agency owner and CIPR President launched a special edition to mark 70 years of the NHS.

Illustrations from the book will be displayed at the PRCA's new member workspace on Bankside, London. The gallery will be launched at a breakfast reception at 8.30am on Friday 30 November. To register your attendance [sign up here](#).

Once upon a time in PR can be purchased priced £10.